

Installation Family Services Step-by-Step Guide to Operation RE/MAX

General Operation RE/MAX Program Information

1. In order to be eligible to participate in the Operation RE/MAX Program, interested RE/MAX Offices are required to fill out a registration form. This is to ensure that they are aware of the following expectations:
 - Registered RE/MAX Offices will participate in installation and DoD sponsored career fairs when available in conjunction with RE/MAX Regional office
 - Registered RE/MAX Offices will host or participate in "BASIC TRAINING: 60 minutes with RE/MAX" informational recruiting events for military spouses, career military retirees and injured Service members.
 - Registered RE/MAX Offices agree to provide training and/or mentoring to Operation RE/MAX Associates OR provide access to and monitor Operation RE/MAX Associates progress with training programs such as "100 Days to Greatness," or other similar training programs.
 2. The RE/MAX Regions will be largely responsible for organizing the RE/MAX side of Career Fairs and Basic Training: 60 Minutes with RE/MAX Events. The RE/MAX Regions will contact the registered RE/MAX Offices and invite their participation.
 3. The more communication each installation Employment Specialist has with the RE/MAX Regions and Offices, the better the programs will work. RE/MAX headquarters has given detailed information to the RE/MAX Regions and Offices on how to host or participate in these events.
 4. To order additional RE/MAX material, contact your local RE/MAX Regional Office.
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Understanding the Recruit Distribution Process

Potential Military spouse recruits will find offices two different ways:

1. Through the <http://www.military.com/spouse> website where the military Spouse registers on Military.com/spouse and an email is generated that will notify RE/MAX International of the registration. Contact information for all local participating registered offices will be forwarded to that spouse. Notification will be sent to Region, and Installation for confirmation
2. By contacting the Spouse Employment Office or Family Assistance Center on the Installation. Spouse Employment Specialist (Different terms for different branches and installations) will meet with Military Spouses and discuss career options. Each installation will have a list of RE/MAX Offices that are working with the program as they enroll, and will direct the Military Spouse to do two things:
 - a. Contact the offices directly and speak to several different Broker/Owner/Managers
 - b. Encourage Military Spouse to attend any scheduled "60 Minutes with RE/MAX" Events and/or upcoming career fairs

Ideally, the Military Spouse will then meet with Broker/Owner/Manager to get a feel for RE/MAX, the office and the licensing process. We encourage the Military Spouse to meet with as many participating offices as possible to see where the Military Spouse feels most comfortable. RE/MAX Broker/Owner/Managers will explain:

- a. The different opportunities in each office for working with RE/MAX in the Real Estate Industry
 - b. How the licensing process works, if interested in licensing
 - c. Direct Military Spouse to the "One-Stop Career Center" in the local community, run by the state/local Workforce Investment office. There they will meet with a counselor who will help them apply for any educational grant, scholarship or loan opportunities. To find a One-Stop Career Center near you, go to <http://www.servicelocator.org/> and enter your zip code.
 - d. Give Military Spouse information on local Real Estate Educational Facilities.
 - e. Together, Broker/Owner/Manager and Military Spouse should fill out a Recruit Career Planning Checklist, to help set goals. Statistically, people who set goals on paper are more successful at achieving those goals, than those who do not.
 - f. Remind the Military Spouse to contact Broker/Owner/Manager at regular intervals in their educational process. When they have passed the required testing, Broker/Owner/Manager's will have them come into the office so that they may fill out the necessary paperwork, and start them on their way in their new career with RE/MAX!
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EARNING YOUR STRIPES: Career Fairs

The main reason that the Regions will request multiple registered RE/MAX Offices to participate in career fairs is so that Military Spouses, Retirees and Injured Service members have an opportunity to meet several different Office Broker/Owners. If Career Fair attendees are interested in a career in Real Estate, they will be able to choose the office that they feel the most comfortable with. Like the Military community, RE/MAX is a family and giving this important choice to Career Fair Attendees is an essential factor in future success with a RE/MAX Office.

If your installation is holding a career fair, please contact your local RE/MAX regional office, rather than the individual RE/MAX offices and ask them to participate. This will allow the region to develop a timetable/schedule with registered RE/MAX offices for maximum representation and diversity. The RE/MAX Regional Offices will work with you to bring in local office representatives who will staff a RE/MAX booth at the career fair and answer any questions that participants may have.

We have included a list of RE/MAX Regional Offices who would love to help your Military spouses, retiring and transitioning military and injured Service members find a new career in real estate. You may also go to http://www.remax.com/inside_remax/corporate_information/remax_regions/regions_list.aspx or contact us at operationremax@remax.net and we will help you connect with regions and registered offices.

The regions are equipped with a table banner and other tools that will help them coordinate with your event manager on a successful event. The RE/MAX Regional office will typically request the following information:

- Logistics & site information
- Security clearance requirements
- Arrival time for set-up
- Arrival procedures
- Parking restrictions or directions
- Number of booth workers allowed at one time. Typically, career fair booths allow four at a time
- Expected event attendee turnout
- Shipping address for event materials and any additional mailing instructions and/or restrictions
- Possibly request approval to bring small 8-10 foot cold-air balloon for Interior.

Prior Installation and DoD sponsored career fairs have had great success. We look forward to participating in your next career fair event.

BASIC TRAINING: "60 Minutes with RE/MAX" Recruiting Events

"Basic Training: 60 Minutes with RE/MAX Events" are essentially informational career nights sponsored by RE/MAX Regions or Offices and held at an offsite location. This is a great place to send interested parties to find out more about a career in Real Estate, educational and licensing requirements, meet with RE/MAX Broker/Owners and learn more about the RE/MAX organization.

While most "Basic Training: 60 Minutes with RE/MAX Events" will be organized by the Regions, some registered offices may contact you to see if they may host an individual career night offsite. The decision to allow or promote these individual events is up to the discretion of the individual Military Installations. Typically, both the individual events and the group events have proven to be very successful, so it is up to you to determine what protocol you would like to follow regarding these events.

You and your staff are welcome to attend any "Basic Training: 60 Minutes with RE/MAX Events." For further details contact the RE/MAX Regional Office near you.

General Information

What kind of people succeed in Real Estate:

- Excellent People skills
- Hold themselves to disciplined activity within a flexible career
- Self-motivated
- Actively engage in networking or social activities (build client base)
- Socially or Money motivated
- Prefers an independent work environment
- Well organized
- Good Time management skills
- Prefers potentially irregular hours in return for flexibility

Why Real Estate would be an attractive career choice for Military Spouses

- Shorter educational and licensing period compared to other professions (1-6 months depending on program and state requirements – most programs can be completed in less than one month.)
- Adaptable career for individuals required to relocate every few years
- Continual growth of their personal referral network with each relocation. Referral income potential from around the world
- Chance to be their own boss
- Unlimited income potential

Why Military Spouses would typically excel in this industry

- Built in network for referrals of home buyers/seller. 37% Military population moves to a new residence at least every three years (compared with 15% of civilians). Military Home Buyer or Seller likes to “keep it in the family” and would refer friends to their Fellow Military Spouse Associate before going ‘outside’
- Actively engage in social activities or networking within the Military Community
- Often bi- or multilingual, which will help them to work with more diverse populations and reach clientele that “English-Only” Associates cannot
- Process oriented and regimented which helps create routine in a sometimes ambiguous schedule

Estimated costs for Recruit for licensing and start-up

- Estimated cost for Associate: \$500-\$2000 depending on individual State requirements for pre-licensing education and testing. Other costs involved are also variable, such as E & O Insurance, Doc fees, initial business costs etc.
- This is a remarkably small amount when compared against the other licensing or certifying occupations identified by ANSI (American National Standards Institute) as good for Military Spouses. In addition, the education time is much shorter.

Types of careers available within the RE/MAX System

- Administrative office support within individual RE/MAX offices
- Licensed or Unlicensed Assistant for existing Real Estate professional(s) & Teams
- Licensed Real Estate Professional
- Referral Specialist
- Office Recruiter (based on Military Recruiting Experience)
- Certified Relocation Professional (Real Estate License and additional certification required)
- If desired, even potential franchise ownership and/or management of office

Statistics (July 2006):

- Total Associates = 119,542
- 6,522 RE/MAX Offices open globally in 65 Countries
- 2005 Average Commissions earned per RE/MAX Associate = \$130,626.49 (*Average 2005 commissions earned for associates who have been with the RE/MAX at least 1 year, have earned over \$.01 (one cent), and were active at the time the report was pulled*). This amount is more than double the industry average according to the National Association of Realtors®.
- 2005 Hours of education offered via RE/MAX Satellite Network = 750

There are plenty of other Real Estate Companies. Why RE/MAX ?

- Power of the number one brand on the first day of a RE/MAX career
 - Over 6 billion dollars collectively in advertising
 - Availability of proven new agent coaching programs, such as “100 Days to Greatness”
 - Over 3000 RE/MAX Associates have taken the “100 Days to Greatness” program. Of those who have reported their numbers on the website, which allows us to track the data, these students are averaging 7 transactions in the 1st 100 days. Outstanding success!
 - Flexible career choices allow an individual new to the Real Estate industry the opportunity to learn more about the profession on various levels and experience different environments.
 - RE/MAX agent-to-agent referrals are solely between the agents, with no other referral fees involved (Most other brands charge corporate referral fees) – Means more money to the agent!
 - RE/MAX is an International company. The RE/MAX network offers the ability to transfer fairly easily within the same organization, while building a personal referral network from city to city, country to country.
 - RE/MAX provides additional training opportunities not offered by any other organization in the industry
 - Continual educational programming through the RE/MAX Satellite Network (RSN) – the only Real Estate Specific Satellite Network in the Industry
 - i. Over 750 Hours of Real Estate and Advanced Designation Education through RSN Yearly!
 - ii. RE/MAX Associates can view RSN at the office or at home (Through DISH Network)
 - Extensive Resource Library, News and Streaming Videos available through Mainstreet, our Extranet
 - i. THOUSANDS of downloadable tools to help Agents build their businesses and make more money at no additional cost!
 - A variety of other designations and certifications available through RSN!
 - Networking opportunities for Opportunity to ‘specialize’ in certifications and/or designations
 - Community Citizenship programs with Children’s Miracle Network and the Susan G. Komen Breast Cancer Foundation
 - Additional programs to help agents who wish to specialize in Commercial Real Estate, Luxury Homes and Relocation to name a few
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